



## PEOPLE: ON A ROLL: GEORGE SAN JOSE

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Hispanic marketing veteran George San Jose opened his own agency in 1981, offering diverse services to domestic and international clients. Billings now total \$26 million. Clients include Sara Lee Corp.; Sears, Roebuck & Co.; Allstate Corp.; and Anheuser-Busch.

Age: 40.

Title: President, San Jose & Associates, Chicago.

Forecast: Satellite broadcasting will soon create a borderless Hispanic audience from the U.S. to Central America. Many U.S. consumers will never speak English, but their buying power is growing exponentially.

Tip: Get in front of the biggest demographic trend of the century, the Latin American population boom. Clients need to create task forces to identify sales opportunities. Sales growth from Hispanics is guaranteed.

Trend: It's back to traditional channels like TV and radio in the Hispanic marketing; direct marketing and the Internet aren't delivering as promised.

George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.

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